

Amendments to the Specification:

Kindly amend paragraph 0002 of the specification as follows:

[0002] The present application is related to the following U.S. patent applications: Serial No. [[____]] 10/003,094 entitled " System and Method for Sending Multi-Media Message With Customized Audio"; Serial No. [[____]] 10/003,091 entitled "System and Method for Receiving Multi-Media Messages"; Serial No. [[____]] 10/003,350 entitled "System and Method for Sending Multi-Media Messages Using Emoticons"; Serial No. [[____]] 10/003,092 entitled "System and Method of Customizing Animated Entities for Use in a Multi-Media Communication Application"; Serial No. [[____]] 09/999,526 entitled "System and Method of Controlling Sound in a Multi-Media Communication Application"; Serial No. [[____]] 09/999,525 entitled "System and Method of Marketing Using a Multi-Media Communication System"; and Serial No. [[____]] 09/999,505 entitled "A System and Method of Providing Multi-Cultural Multi-Media Messages." These applications, filed concurrently herewith and commonly assigned, are incorporated herein by reference.

Kindly amend paragraph [0024] of the specification as follows:

[0024] FIG. [[6]] 6A shows an example of a dialogue page available to the sender for choosing images for insertion into the text message;

Kindly insert the following paragraph after paragraph 0024:

Fig. 6B illustrates an example of an option for adjusting a camera position;

Kindly amend paragraph 0050 of the specification as follows:

[0050] FIG. [[6]] 6A shows an example of a template for the sender to use to create a multi-media message. A message-creation window 80 includes basic e-mail-related features such as fields for inserting a sender name 82 and sender e-mail address 84. A subject line 86 and recipient address field 88 are also provided. The sender enters the text of the message within a standard text field 92. Various animated entities 94 are available from which the sender

may choose one (90) for delivering the message. Typically the animated entities are faces as shown in FIG. [[6]] 6A, but they may be any entity such as an animal, car, tree, robot, or anything that may be animated.

Kindly amend paragraph 0051 of the specification as follows:

[0051] The sender may also insert emoticons 103 into the text of the message. The system includes predefined emoticons 96, such as ":-)" for a smile, "::-)" for a head nod, "*w*" for an eye wink, and so forth. The predefined emoticons are represented either as icons or as text, such as ";-)". As shown in FIG. [[6]] 6A, the window 80 includes a sample group of emoticon icons 96. The sender inserts an emoticon into a text message at the location of the cursor 102 by clicking on one of the emoticon icons 100. Alternately, shortcut keys such as <ALT-S> for a smile may be used. The sender may also type in the desired emoticon as text. Emoticon icons 96 save the sender from needing to type three keys, such as ":", "-", and ")" for a smile. The icons 96 may be either a picture of, say, a winking eye or a icon representation of the characters ";-)" 100, or other information indicating to the sender that clicking on that emoticon icon will insert the associated emotion 103 into the text at the location of the cursor 102.

Kindly amend paragraph 0057 of the specification as follows:

[0057] FIG. [[6]] 6A further illustrates an amplitude bar 110. The sender manipulates this bar to increase or decrease the amplitude of the expression associated with a particular emoticon. For example, the sender may highlight a smile emoticon 106 by clicking on the smile emoticon 104. While the inserted emoticon is highlighted in the text message in the window 92, the sender manipulates the amplitude bar 110 to increase or decrease the amplitude of the emoticon expression.

Kindly amend paragraph 0058 of the specification as follows:

[0058] As the sender increases or decreases the amplitude of the inserted emoticon, the expression shown in the smile icon ~~106~~ 103 may reflect the modified amplitude. For example, with a text emoticon in the message text (not shown), a smile that is increased in amplitude by the amplitude bar 110 becomes “:-)))”. Similarly, an icon emoticon ~~103~~ 104 may reflect an increased amplitude in its appearance. The increased intensity of the emoticon may be accomplished by changing the icon from a black on white background to black on colored background (such as red or yellow) where the intensity of the background color reflects the amplitude. The amplitude of an emoticon may also be changed by other means such as by clicking the right mouse button, or its equivalent, to increase the amplitude or by clicking on the left mouse button, or its equivalent, to ~~decreases~~ decrease the amplitude. In this regard, the sender can control the intensity of the emotion expressed by the animated entity to the recipient.

Kindly amend paragraph 0059 of the specification as follows:

[0059] Further as shown in FIG. ~~[[6]]~~ 6A, go button 112 and stop button 114 are also available to indicate start and stop locations for emoticons. A user may insert an emoticon into the text and then indicate using the go button 112 and stop button 114 when the effect of the emoticons should begin and end, respectively. In this regard, the amplitude bar 110 and go button 112 and stop button 114 provide the sender with additional control over the use of emoticons in multi-media messages.

Kindly amend paragraph 0061 of the specification as follows:

[0061] Fig. ~~[[6]]~~ 6A further illustrates an image and/or video template 120 presented to the sender for inserting images as background into the multi-media message. Various images are illustrated, such as a motorcycle and rider 122, for selection by the sender. Preferably, if the sender clicks on an image, a small icon (image tag) such as a miniature picture of the image

or text such as "<<picture-1 >>" 116 or "<<video-1>>" is inserted into the text of the message at the location of the cursor 109 102. In this manner, the multi-media message will contain background images to enhance the presentation of the message. A go button 123 and a stop button 124 are selectable by the sender to indicate a starting and stopping point for presentation of the background image or video. As discussed above relative to the starting and stopping buttons 112, 114 for emoticons, the sender may use an image or video starting button 123 and stopping button 124 to insert starting and stopping icons related to the image/video tag. For example, the sender may insert a start icon at the beginning of the message in window 92 before the words "And this...." The sender may then insert a stop icon at the location of the cursor 102. The start and stop icons may be any symbol indicative of their function. The duration of the inserted image/video <<picture-1>> will then begin with the words "And this..." and end with the words "loved it!" and, in one aspect, through the presentation of the smile emoticon 103.

Kindly amend paragraph 0064 of the specification as follows:

[0064] The available images in the menu 120 may be personal images submitted by the sender or any digital image. These images or videos may be locally stored on the sender computer device or may be stored on the web server 62 or other remote location. Although no delineation is shown in Figure [[6]] 6A, a separate but similar menu structure may be presented to the sender with predefined pictures or videos. In this manner, the sender may have available numerous choices between personal pictures or videos and images or videos for sale or rent. For example, a service may be provided for a fee to use a certain number of videos or pictures per month for sending multi-media messages. Thus, as the sender creates the multi-media message, a variety of emoticons and images are available to increase the variety and interest of the multi-media message for the recipient.

Kindly insert the following paragraph after paragraph 0064 of the specification as follows:

Figure 6A further a camera positions button 125 that the sender may select to change a camera position of an image. When the sender selects camera positions button 125, a dialog, such as illustrated by Figure 6B may be displayed to the sender. Figure 6B illustrates an image 126, which the sender may have selected as a background. The dialog of Figure 6B may permit the sender to choose any of camera position buttons 127 to change a camera position, such that a view of the background image may change accordingly. A camera tag may be inserted into the text message as shown by camera tag 105 of Figure 6A. In this example, camera tag 105 illustrates that the sender chose to move the camera position to the left, although any of the camera positions may have been chosen such as, for example, zoom, pull pack, move up, left, down, and right, as well as others (not shown).

Kindly amend paragraph 0070 of the specification as follows:

[0070] As shown in Figure 9, a listing of ~~accessorizes~~ accessories is shown 164 with instructions to the sender 166 to choose an accessory. Preferably, as the sender clicks, say, on the “glasses” option 167, a drop-down menu, or other type of menu (not shown), will provide a series of images of glasses, both sunglasses and regular glasses. From this drop-down menu, the sender may choose a pair of glasses 168 that will automatically appear on the animated entity 162 for preview. Similarly, when the sender chooses “Hair Style” or any of the other options, further menus will present the available options for choosing. In this manner, the sender may add whatever options he or she wishes to further customize the presentation of the multi-media message. This general structure of the accessory window 160 may of course be modified in a variety of ways to present the sender with accessory options for the animated entity according to the present invention.